



# ORDER

Flight Dates **09/25/12-09/30/12**

Contract / Revision **312218 /** **Vernon Parker for Congress**

Original Date / Revision **09/24/12 09/26/12** Agency Com 15%

Billing Contact  
Advertiser **Parker / Republican / Congr**  
Agency **Jamestown Associates**  
Buying Contact  
**5 Mapleton Road**  
**Suite 300**  
**Princeton, NJ 08540**

Product  
Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Order Sep 00:13:00  
Estimate #  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-1  
Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 66333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	13266
KPNX	20%	13266
KPPX	%	0
KSAZ	20%	13266
KTVK	25%	16583
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	26	\$8,457.50	\$9,950.00	0.00	08/27/12	09/30/12	26	\$8,457.50	\$9,950.00
Totals	26	\$8,457.50	\$9,950.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	7	\$150.00	P-6	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -			7		\$150.00		0.00				
N 2	KNXV	09/25/12	09/27/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWT - - -	:30	3	\$300.00	P-6	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWT - - -			3		\$300.00		0.00				
N 3	KNXV	09/25/12	09/28/12		CM	10pm-1035pm	- TWTF - -	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00



KNXV

Print Date: 09/26/12

Page 2 of 2

Contract / Revision **312218** Flight Dates **09/25/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/26/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10-1035pm 10pm News											1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -		4		\$850.00		0.00						
N 4	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	- - - - - S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S		1		\$250.00		0.00						
N 5	KNXV	09/26/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- - WTF - -	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - WTF - -		3		\$550.00		0.00						
N 6	KNXV	09/26/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- - WTF - -	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - WTF - -		3		\$500.00		0.00						
N 7	KNXV	09/26/12	09/28/12	Nightline Nightline	CM	1035p-1102p / 113-	- - WTF - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - WTF - -		2		\$350.00		0.00						
N 8	KNXV	09/26/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- - WTF - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - WTF - -		2		\$150.00		0.00						
N 9	KNXV	09/28/12	09/28/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- - - - F - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - F - -		1		\$200.00		0.00						
														Totals	26	\$9,950.00

\*Tax 1 Note: Tax 0.5%.

\*Tax 1 Note: Tax 0.5%.